

Mission Statement?

What is a M

Mission Statement

1. A clear, brief, and concise statement of the organization's purpose and direction.

WHAT it does, WHO it does it for, and HOW it does what it does.

three years) that a Vision Statement is:

- Is something that all employees should be able to articulate upon request.

mental picture - of what an
ation is - in what an

A Vision Statement Defines the optimal desired future state - the me
organization wants to achieve over time. Provides guidance and inspi

Foothill College educates students from

diverse backgrounds that

their future success.

which are critical for the

area